From:	moran sinay <sinay.moran@gmail.com>
To:	ehud barak <ehbarak1@gmail.com>
CC:	
Date:	Sat, 11/21/2015 9:11:16 AM
Subject:	Fwd: Background - Windward/Ehud Barak

אהוד,
מצב רקע לפגישה שדנה מזרחי ביקשה. הפגישה תתקיים מחר ב 11:30.
מורן

הודעה שהועברה ---------- ----------
מאת: "דנה מזרחי" <danamizus@gmail.com>
תאריך: 20 בנוב׳ 2015 14:18
נושא: Fwd: Background - Windward/Ehud Barak
אל: "מורן" <Sinay.moran@gmail.com>
עותק:

> Windward is a maritime data and analytics company that is bringing unprecedented visibility to the maritime domain. Three-fourths of the planet is covered by water and 90% of world trade is transported by sea. But despite these huge stakes – financial, environmental, security related – there is no visibility on ship activity worldwide. Windward is analyzing and organizing the world's maritime data and making the data accessible, for the first time, across industries.
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> Until 2010 there was simply no data on ships once they sailed past the range of the radar (approximately 30 miles offshore). There are now huge amounts of maritime data thanks to satellites that pick up ship transmissions and other data sources that have come online, but still no visibility.
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> The reason? Maritime data is fragmented and unreliable, as it is wholly dependent on human input. (It is estimated that 1% of the world's ships transmit a false identity). What's more, without context and industry expertise – What are each ship's usual patterns? How does each area 'behave?' What constitutes economic vs. uneconomic behavior for a ship? – it is impossible to truly understand ship activity (and the cargoes ships carry).
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> We know this because we have built the world's first maritime data platform, which takes all maritime data - ship transmissions, port agent reports, ship bookings, etc - fuzes the data together and cleans it from manipulation. Our data platform then automatically creates a unique Vessel DNA on each ship worldwide, a complete history of each ship's activity over time, including all routes taken, cargoes carried, ports visited etc. As a result, we know what is happening at the individual ship level and on the aggregated level of ships and their cargoes.
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> We have governmental clients in a 3x annual growth business, selling to navies, coast guards, customs and intelligence agencies. Our data and analytics are also generating a lot of customer interest from big banks, private equity funds, hedge funds, commodity trading firms, and financial information companies.
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> Investors include Aleph, an Israeli VC fund run by Michael Eisenberg and Eden Shochat, Li Ka-shing's Horizon Ventures, former Thomson Reuters CEO Tom Glocer's Angelic Ventures, General David Petraeus and Start Up Nation author Dan Senor. The team is currently 50 and expected to double by the end of next year.
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> Here are Bloomberg and CNN Money pieces that give a sense of the media interest in Windward's data and analytics and below is the WSJ article on the strategic investment led by Horizons Ventures earlier this year.
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> THE WALL STREET JOURNAL:
> Ship-Tracking Startup Windward Valued at About $100 Million
> Consortium includes one of Asia's richest businessmen, Thomson Reuters ex-CEO
>
> By Christian Berthelsen
>
> The Wall Street Journal
>
> April 28, 2015 6:00 a.m. ET
>
> An investor consortium including one of Asia's richest businessmen and a former chief executive of Thomson Reuters Corp. has taken a stake in Windward, valuing the ship-tracking startup at about $100 million.
>
> Among new investors in the Tel Aviv firm are Li Ka-shing's Horizons Ventures and Angelic Ventures, the family office of former Thomson Reuters CEO Thomas Glocer. The $10.8 million investment for a roughly 10% stake follows previous funding rounds in 2011 and 2013.
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> Windward takes information about movements of ships around the world and uses a database of historical voyages to predict patterns of global trade and highlight unusual movements.
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> The company, which was founded by two former officers of the Israeli Navy, says it will use the proceeds to launch a product that caters to Wall Street. Big banks, hedge funds and commodity-trading firms use information about seaborne commodity shipments to make bets on prices in raw-materials markets, such as oil and iron ore. Shifts in supply-and-demand trends often ripple through financial markets.
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> The company has already been offering its technology to clients in the security, intelligence and law-enforcement sectors.
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> Windward's competitors include Bloomberg LP and Reuters.
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> Mr. Ka-shing made his fortune in an array of industries ranging from ports and shipping to plastics and retail. Horizons is known for prior investments in companies including Skype, Spotify AB

and Facebook Inc. FB-0.94 % Angelic Ventures has invested in financial-technology and data-analysis companies such as Bitcoin payment provider Coinbase Inc.
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> Horizons Ventures will take a seat on Windward's board. Mr. Glocer will join the company's advisory board.
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> "Anyone can get a New York Stock Exchange quote," Mr. Glocer said. "The hard stuff to get are these deep-in-the-weeds data."
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> Fair winds and following seas,
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> Ami
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